

Case Study # 1.4

Issue: Receiving a medical bill from the County for \$5,000

Background: Miami Dade County's mission is to deliver excellent public services that address our community's needs and enhance our quality of life. In our guiding principles the first statement addresses the importance of delivering excellent customer service. It states to be customer focused and customer driven. The guiding principles guide decision-making at all levels of the organization and express common values embraced by the organization.

Instructions: Ask for 2 volunteers: one volunteer is a Miami-Dade Finance Collector and the other volunteer will play Jenna Broke, the County resident.

Time: 15 minutes

Players: Miami-Dade Finance Collector - Joe Whip
County resident - Jenna Broke

Scenario: A resident receives a letter from the Miami-Dade Finance office billing her for \$5,000. She remembers being treated at Jackson Memorial for appendicitis. She thought that because JMH was the Public Trust that she didn't have to pay. She called the Miami-Dade County Finance Dept. number on the bill for answers. The receptionist, after being told that the caller received a bill, passes the call through to one of the collection agents. Jenna Broke explains that she only works part-time and has four children. She can't afford to pay that bill. The representative explains that there are pay plans that can be worked out. At this point she becomes irate and yells at the agent about not having money.

Have the volunteers play out the scenario. How could Ms. Joe Whip handle this in a better way? Be empathetic to the customer. Tell the customer what you CAN do for them. With difficult customers handle emotions first and then deal with their problems.